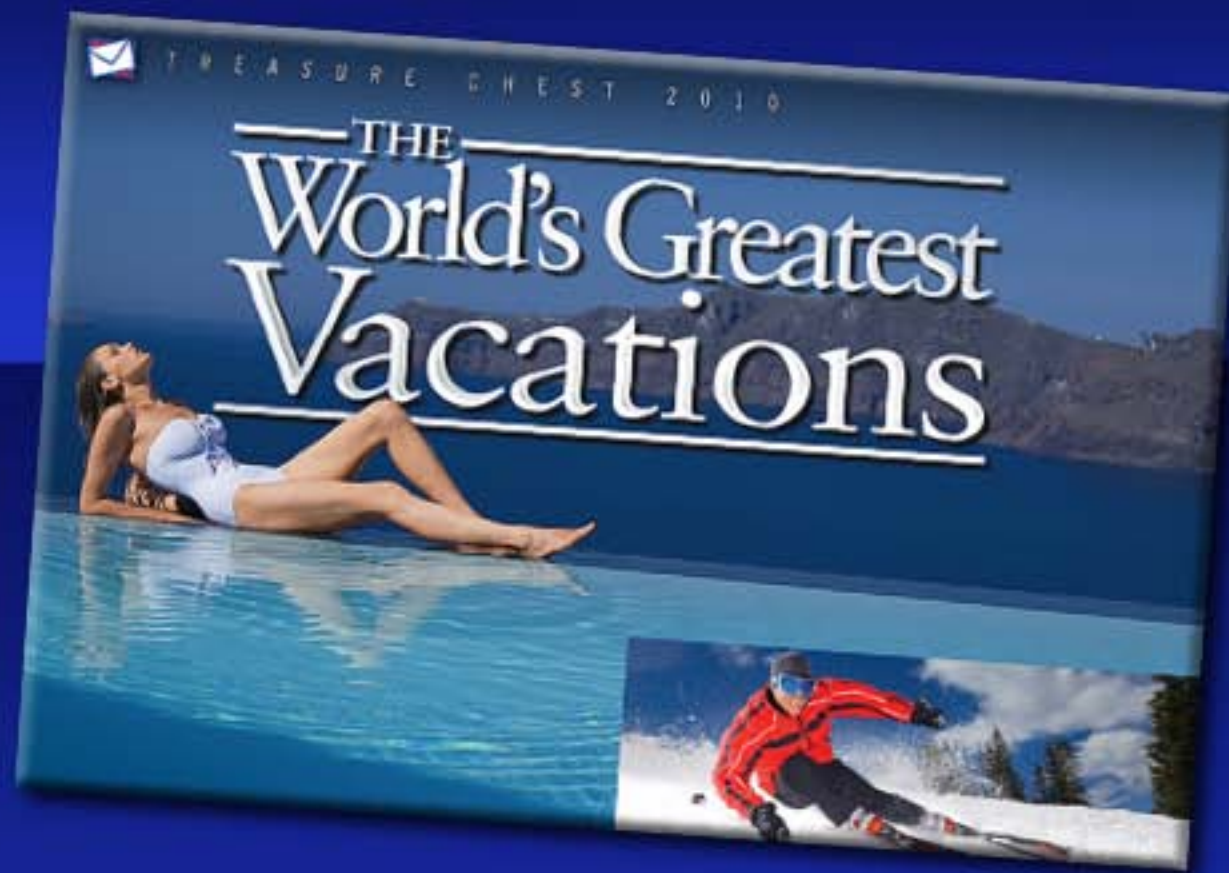




THE WORLD'S GREATEST VACATIONS

Multi-Media Platform with Performance Guarantee.

Treasure Chest. Generating sales for the premium leisure community since 1993.



- ✓ Consumer demand this past year has doubled the circulation to 1,000,000 highly targeted vacation traveler households.
- ✓ 200 premium companies and destinations are repeat participants...which is greater than 9 of every 10 participating companies.
- ✓ Companies in the current mailing have collectively repeated participation 118 times based on their bookings' successes.



Demographics



- ✓ 45 years old
- ✓ HHI 210K
- ✓ 54% Male
- ✓ 34% took domestic vacation in last 12 months
- ✓ 23% took international vacation in last 12 months
- ✓ 50% coverage of all Major Metros

Companies track thousands of bookings within six weeks of their literature hitting consumers.

I. Cruise Line X

Treasure Chest - October 2008 Direct Mail Campaign

Response Window	Six Weeks
Total Guests Booked	3,447

II. Cruise Line Y

Treasure Chest - Spring 2009 Travel Mailing

Response Window	Six Weeks
Total Guests Booked	4,893

III. Tour Operator X

Treasure Chest - Fall 2008 Ski & Fall 2008 Travel Mailings

Response Window	Four Weeks
Total Guests Booked	4,423

At \$7 per lead/visitor...

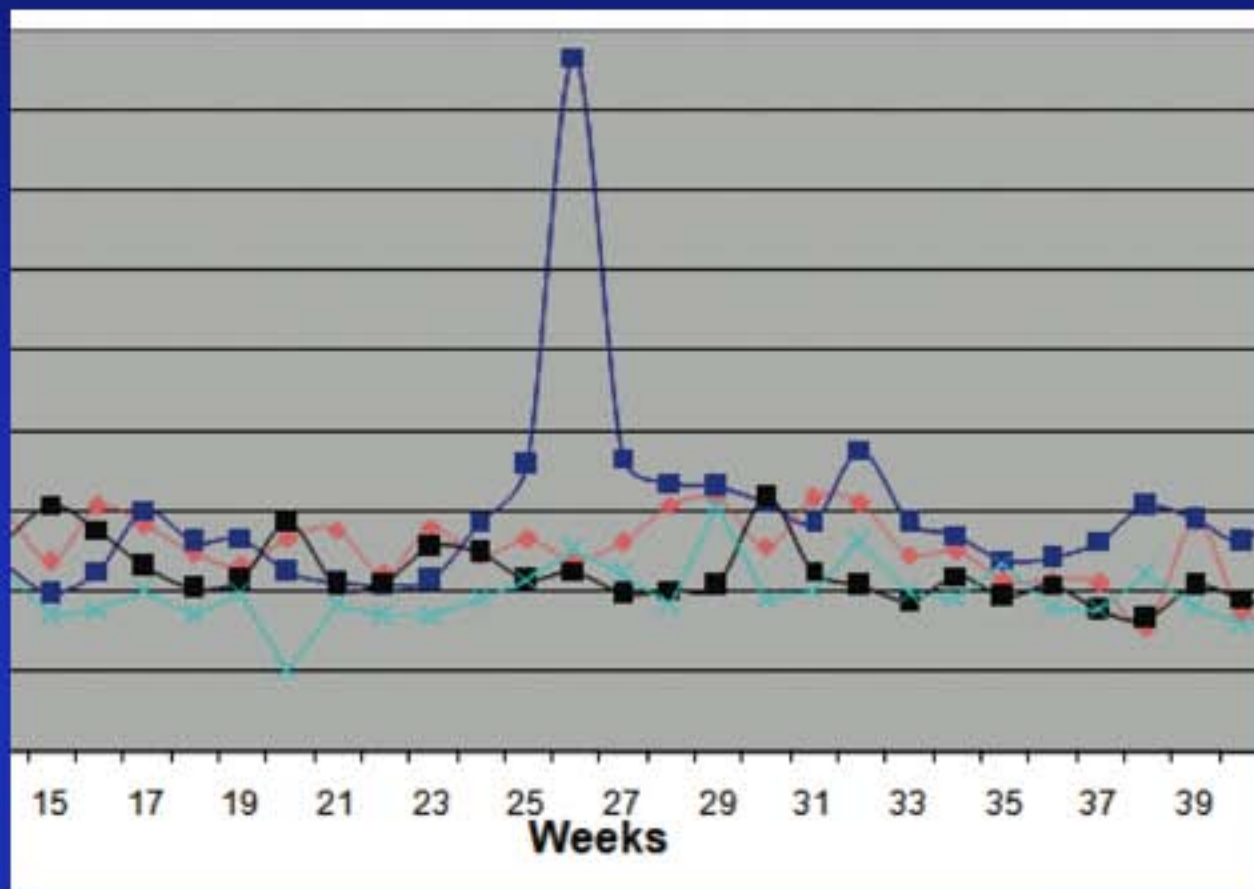


✓ Treasure Chest is more cost efficient than other media, including: paid search, solo direct mail or email!

✓ The quality of this activity... proven to deliver bookings.

A company's site when their
literature hit...

The circulation has since doubled.



Web Activity

Guaranteed Leads and Bookings



Your Company's Performance Guarantee...

- ✓ At least 3,000 leads with contact information from a single mailing. If not achieved, the mailing is free.
- ✓ Enough bookings to cover the mailings' cost. If not achieved, the following mailing is free.

Since 1993, Treasure Chest is the leading direct response marketing tool for premium leisure companies, with a 92% repeat rate...

Recent Commentaries



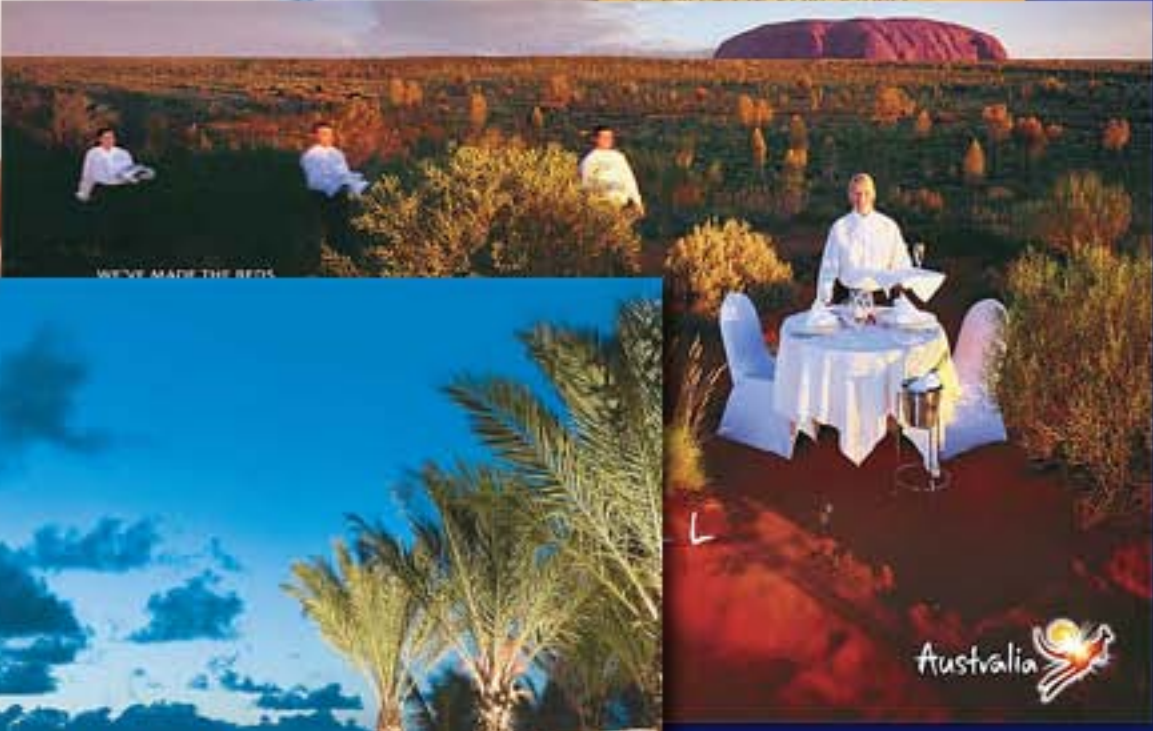
“ It’s with great pleasure and enthusiasm that we are again repeating participation in our 6th consecutive mailing this spring. In this hugely unsettled travel world, we can count on: a) Immediate and sustained bookings in the thousands per mailing; b) expertise across direct mail, online strategy and analytical data that is unmatched in the industry. Working with a top-notch organization such as Treasure Chest has truly been a rewarding experience. The company consistently generates high-quality leads for Carnival and exceptional ROI. I will keep Treasure Chest as part of my overall marketing strategy for the foreseeable future. It’s a pleasure to be able to share good news in this environment. Thank you for your teamwork and professionalism. ”

Carnival Cruise Lines. 2/21/10

“ For the past three years, The Breakers has been featured in every Treasure Chest Vacation Travel and Ski mailing due to the fact that the response has been greater than what we receive from other media. Most recently, we conducted a match back for the Fall mailing and identified the number of bookings which exceeded our expectations... the ROI is impressive. Even in this economy, Treasure chest continues to produce successful results. ”

The Breakers, Palm Beach 2/12/10

Turnkey — Just send in your creative files or we'll design it for you — Free!



Affordable, Luxury, AIR-INCLUSIVE Vacation Packages.

Throughout 2000, South African Airways Vacations is offering incredible Air-Inclusive Vacation Packages that give you the chance to save money while you fulfill that once in a lifetime vacation dream.

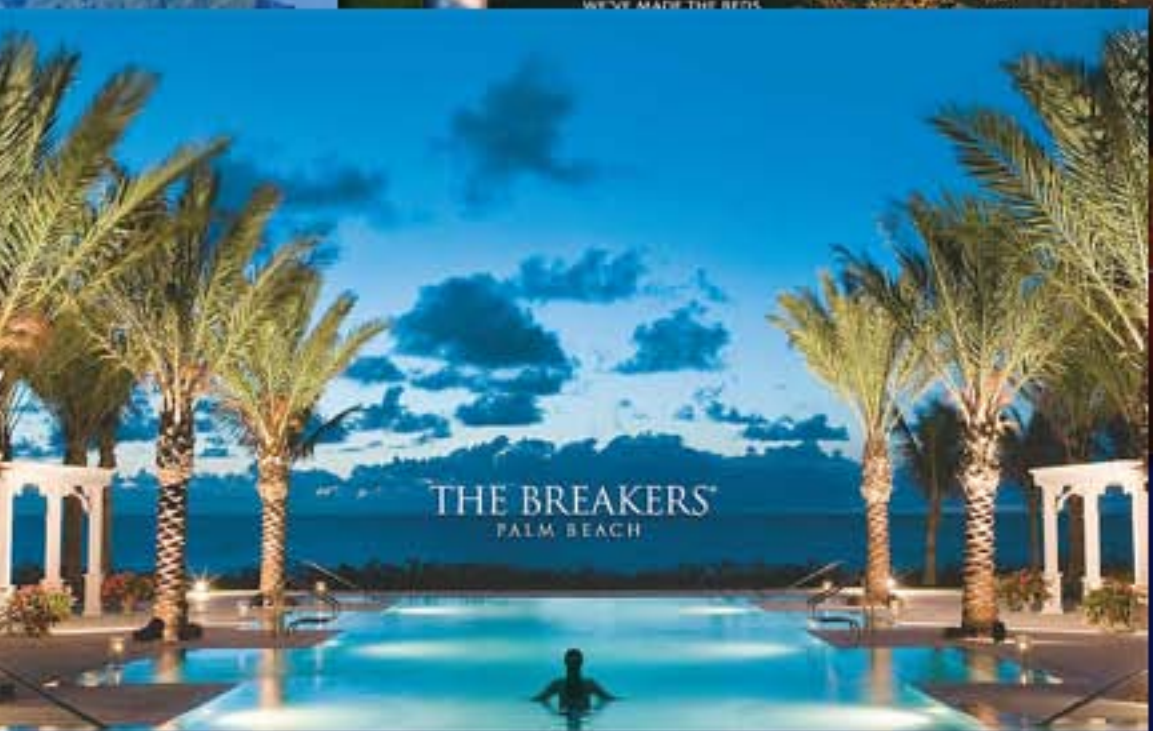
Enjoy some of the finest things South Africa has to offer. Excellent accommodations, award winning wine tasting tours and thrilling safari adventures.

South African Airways VACATIONS

With so much value, you can't afford to miss an amazing opportunity for a lifetime of memories.

- Stay in 4 and 5 star luxury accommodations
- Most meals are included
- 3 Days / 2 Nights in Game Park Lodges
- Safaris included
- Ground transfers in South Africa
- Meet and greet on arrival

Call today! 1-888-722-4872



200+ **Quality** repeat participants...

Australia

Monograms

Aspen

Britain

Breckenridge

Thailand

Telluride

Arizona

American Express

Express

Copper Mountain

Turkey

Broadmoor

Holland

Beverly Hills

Israel

Big Sky

Norwegian Cruise Lines

Monaco

Boca Raton Resort

Barbados

Vail

The Breakers

Park City

Ford

Pinehurst

RailEurope

Ski Salt Lake

Qantas Vacations

Wyndham Resorts

Deer Valley

Cosmos

Marquis Jets

Carnival Cruises

Telluride

Bermuda

Sea Ray Boats

United Vacations

American Airlines Vacations

Snowmass

Delta Vacations

New York

Whistler Blackcomb

Air France

Al Italia

200+ **Quality** repeat participants...

Purgatory

Big Sky

Amtrak

Qantas Vacations

Ski.com

The Moorings Yacht Charters

Finland

Thrifty

New Mexico

General Tours

Snowbird

Princess Cruises

Heavenly Lake Tahoe

Park City

Alamo

Hurtigruten

Texas

Montana

Keystone

South Africa

Hyatt

Sun Valley

Globus

Crested Butte

Hilton

Kiawah

British Virgin Islands

Taos

Hunter Sailboats

Switzerland

Big Mountain

Jamaica

Winter Park

Lufthansa

La Costa Resort and Spa

Royal Caribbean Cruise Lines

Squaw Valley

Crystal Cruises

Steamboat

Jackson Hole

2010 Rate Card & Schedule



Rate Card

Circulation	Cost per Unit	Total	Guaranteed Leads*	Offline Leads **	Web Site Visitors	Cost per lead/visitor
500,000	.24¢	\$120,000	1,500	1,500	12,500	\$7.27
1,000,000	.22¢	\$220,000	3,000	8,000	25,000	\$6.66

Schedule

Schedule	Reservation	File	Mailing
Spring Vacation Travel	January 15	February 15	March 25 - April 9
Fall Vacation Travel	August 1	August 15	October 5 - 12
Fall Ski	August 1	August 15	Sept. 25 - Oct. 5

- Costs inclusive of the highly targeted, proprietary database of vacation travelers, printing, postage and performance insurance.
- 80% of total cost is not due until results are delivered.

ADDED VALUE:

- Six months linked to our site with the ability to post content daily.
- Six email newsletters with a total circulation of greater than 200,000.
- Our design team is available to develop your creative for maximum effectiveness, pro bono.

* If you do not achieve the target the insert is free. ** Approximate number of offline leads you can expect.

Reserve Your Insert



Learn more at:

www.treasurechestonline.com/mediakit

Email: rshane@tchest.com

Call: 212-590-2332

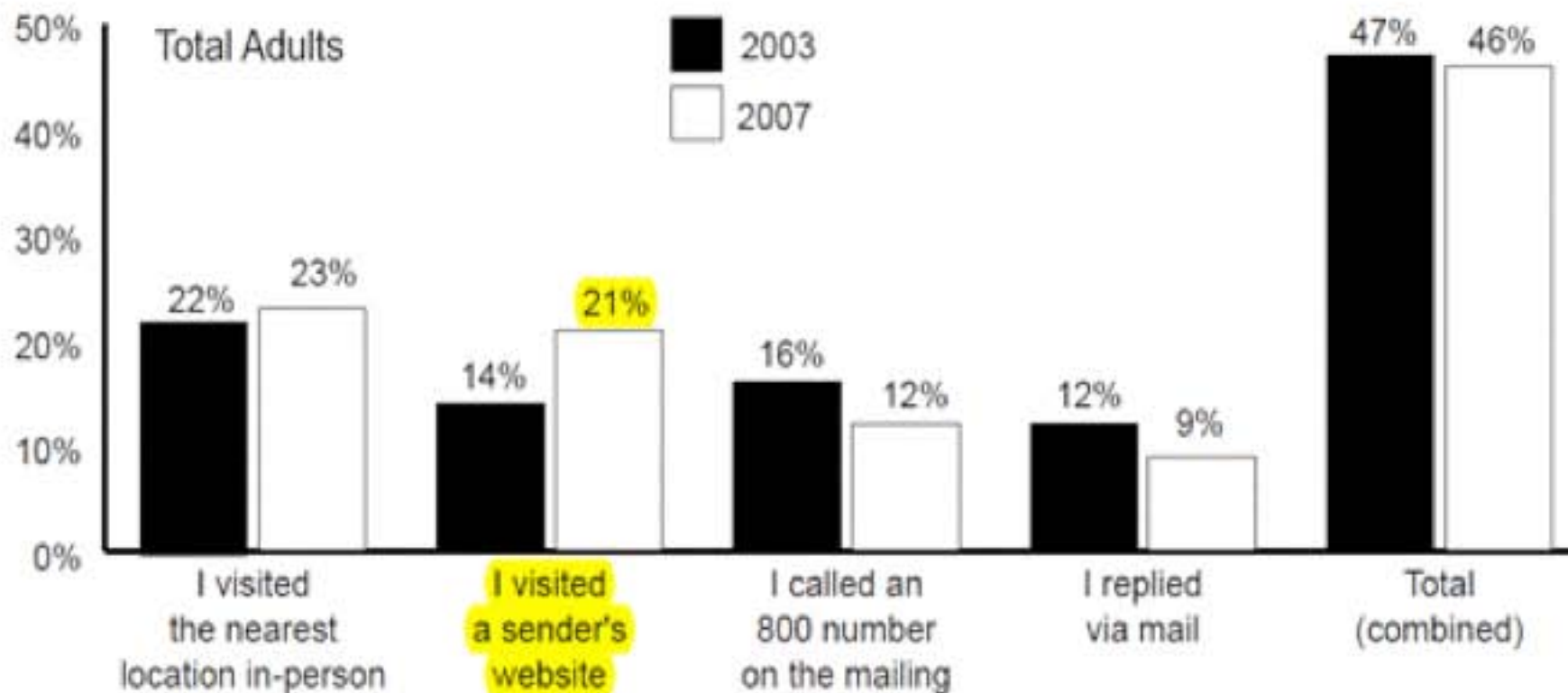
Appendix 1



Direct Mail/Buying Habits

HOW CONSUMERS RESPONDED TO DIRECT MAIL

Which of the following describes how you responded to direct mail advertising you have read or looked at in the past 30 days?



Source: DMA *The Power of Direct Marketing: Vertis Customer Focus 2007*.

Appendix 2



Direct Mail/Buying Habits

HOW DID YOU FIRST LEARN ABOUT THE PRODUCT BEFORE BUYING THROUGH DIRECT MAIL?

	Total Adults	Less than \$30K	\$30-\$50K	\$50-\$75K	\$75K+
Have purchased (total)	71%	67%	71%	72%	74%
Direct Mail	23%	19%	25%	25%	26%
TV	9%	10%	10%	11%	7%
Word of mouth	7%	7%	5%	8%	7%
Internet ad	4%	5%	5%	4%	3%
Insert in the Newspaper	4%	3%	6%	4%	3%
Newspaper	3%	3%	2%	4%	3%
Saw it in a store	3%	2%	3%	4%	3%
Magazine	2%	1%	2%	1%	3%
Catalog	2%	4%	2%	0%	2%
Email	2%	1%	1%	3%	2%
Internet Search	1%	0%	1%	1%	1%
Radio	1%	0%	1%	0%	1%
Billboards	0%	1%	0%	0%	0%
Ad on bus/taxi/public transit	0%	0%	1%	0%	0%
Other	1%	1%	1%	0%	1%
Don't know	9%	7%	9%	8%	10%
Have not purchased through direct mail	29%	33%	29%	28%	26%

Source: DMA The Power of Direct Marketing: Vertis Customer Focus 2007.